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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/074,484	02/11/2002	David B. Andersen	42P12916	7314
8791 7590 05/03/2007 BLAKELY SOKOLOFF TAYLOR & ZAFMAN 12400 WILSHIRE BOULEVARD SEVENTH FLOOR LOS ANGELES, CA 90025-1030			EXAMINER HUYNH, SON P	
			ART UNIT 2623	PAPER NUMBER
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No. 10/074,484	Applicant(s) ANDERSEN ET AL.	
	Examiner Son P. Huynh	Art Unit 2623	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 03 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 27 March 2007.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1,4,6-17,20 and 22-28 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1,4,6-17,20 and 22-28 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 11 February 2002 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Response to Arguments

1. Applicant's arguments with respect to amended claims 1, 4, 6-17, 20, 22-27 have been considered but are moot in view of the new ground(s) of rejection.

Applicant argues the rejection under 35 USC 101 is moot in light of the amendment to claims 26-28, claiming a tangible machine accessible medium (see page 7, lines 7-9), the Examiner respectfully disagrees.

Pages 52-53 of the Interim Guidelines stated "a computer readable medium encoded with a data structure... and is thus statutory" or "a computer-readable medium encoded with a computer program..., and is thus statutory". Claims 26-28 recites "a tangible machine accessible medium comprising data that when accessed by a machine causes the machine to perform actions according to the method of claim..." . The data is not necessary "a data structure" or "computer program" encoded by "computer-readable program", the "tangible machine accessible medium comprising data that when accessed by a machine" does not necessary define structural and functional interrelationships between the data structure/the computer program and other claimed elements of a computer which permit the data structure's functionality/computer program's functionality to be realized.

In addition, Page 13, lines 6-9, the specification defines the medium may be carrier wave and data is a signal. Pages 55-56 of the Interim guidelines states all signal claims are nonstatutory since a signal/carrier wave is neither a process ("actions"), machine, manufacture nor composition of matter and therefore does not fall within one of the four categories of 35 USC 101. Rather, "signal" is a form of energy, in the absence of any physical structure or tangible material.

Therefore, rejections under 101 for claims 26-28 are properly applied.

Applicant further argues the added limitation "a listing for a television that has supplemental content provided as an enhancement transmitted in association with the program" is neither disclosed nor suggested by Statuner (page 7, paragraph 5). This argument is respectfully traversed.

Stautner discloses additional digital information can be carried as part of an analog television signal for example, as part of the VBI or in other portion of the video and audio wave form, including in the picture portion itself (col. 1, lines 51-61, col. 3, lines 51-64); or an advertisement on television containing a telephone number for placing an order to purchase goods, or world wide web address, which is displayed as part of a television program (col. 2, lines 50-55); or political talk show may have toll results provided by prompting individual viewers for an autodial-in vote on specific question (col. 37-50, or clicking on the chat session cell will cause the computer to execute those embedded commands which are necessary to activate a specified chat session and this chat session can be tied directly to a movie cell or other television

program cell/television window (figure 3, col. 7, lines 35-55). Thus, the limitation “a listing for a television program that has supplemental content provided as an enhancement transmitted in association with the television program” is interpreted as listing such as title, channel, etc. for the television program on the television program guide (figures 1-3), wherein the television program that has supplemental content such as chat session, additional digital information, web address, or advertising information, etc., wherein the additional digital information, web address, or advertising is transmitted in the VBI of the television signal, or transmitting as portion of the television, or when the a television program is displayed on the television window 100, the user selects chat session which is tied to the television program displayed on the television window 100, the supplemental content (chat content) is transmitted in association with the television program on the television window 100 for display with the television program (figure 3, col. 7, lines 35-49).

For the reason given above, rejections on claims 1, 4, 6-17, 20, 22-27 are discussed below.

Claim 2-3, 5, 18-19, 21 have been cancelled.

Claim Objections

2. Claims 1, 4, 6-17, 20, 22-28 are objected to because of the following informalities:

In claims 1, 14, 17, line 4, or claim 24, line 5, the limitation “the program” should be replaced as – the television program. Appropriate corrections are required.

Claim Rejections - 35 USC § 101

3. 35 U.S.C. 101 reads as follows:

Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

4. Claims 26-28 are rejected under 35 U.S.C. 101 because the claimed invention is directed to non-statutory subject matter.

Claims 26-28 recites “a tangible machine accessible medium comprising data that when accessed by a machine cause the machine to perform actions...”.

Pages 52-53 of the Interim Guidelines stated “a computer readable medium encoded with a data structure... and is thus statutory” or “a computer-readable medium encoded with a computer program..., and is thus statutory”. Claims 26-28 recites “a tangible machine accessible medium comprising data that when accessed by a machine causes the machine to perform actions according to the method of claim...” . The data is not necessary “a data structure” or “computer program” encoded by “computer-readable program”, the “tangible machine accessible medium comprising data that when accessed by a machine” does not necessary define structural and functional interrelationships between the data structure/the computer program and other claimed

elements of a computer which permit the data structure's functionality/computer program's functionality to be realized.

In addition, Page 13, lines 6-9, the specification defines the medium may be carrier wave and data is a signal. Pages 55-56 of the Interim guidelines states all signal claims are nonstatutory since a signal/carrier wave is neither a process ("actions"), machine, manufacture nor composition of matter and therefore does not fall within one of the four categories of 35 USC 101. Rather, "signal" is a form of energy, in the absence of any physical structure or tangible material.

It is suggested that claims 26-26 should include – a computer-readable medium encoded with a data structure/computer program being executed by a processor to perform the actions:

receiving a program schedule.....

In addition, Applicant should also state on the record that "signal"/ "carrier wave" is not being covered by the claims.

Claim Rejections - 35 USC § 102

5. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

6. Claims 1,4, 6-7, 17, 20, 22-23 are rejected under 35 U.S.C. 102(b) as being anticipated by Stautner et al. (US 6,172,677)- hereinafter Stautner.

Regarding claim 1, Stautner discloses a method comprising providing a television program schedule includes a listing for a program (e.g. Talk show: politics or Clear and Present Danger) that has supplemental content (e.g. chat content, or Pizza Hut order, or additional digital content, etc. – see include, but are not limited to, figures 2, 4 and col. 2, line 64-col. 3, line 9; col. 3, lines 40-67). Thus, a program schedule that includes a listing for a program (e.g. program schedule that includes listing for Talk Show, Clear and Present Danger, etc. –figure 2) that has supplementary content (chat content, merchandise content, or additional digital content, etc.) must be created so that a supplemental content (e.g. chat session, Pizza Hut order information, etc.) is displayed with “Talk Show: Politics”, “Clear and Present Danger” on the program guide.

Stautner further discloses the “supplemental content provided as an enhancement transmitted in association with the television program” (interpreted as additional digital information, web address, or advertising information is provided in VBI signal or provided as a portion of the television program or it is interpreted as when a television program is displayed on television window 100, the viewer selects chat session which is tied to the television program displayed on the television window, the chat content is transmitted and displayed in association with the television program

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displayed in television window – see include, but are not limited to, col. 1, lines 55-61, col. 2, line 49-63, col. 3, lines 50-65, col. 4, lines 21-28, col. 5, lines 15-67, col. 7, lines 35-55).

Stautner further discloses embedded/associated a symbol such as circle 30 for chat session, rectangular 40 for Pizza Hut order information, square 80 for sport Stat, etc. (see include, but are not limited to, figures 2-5, col. 3, lines 53-67, col. 5, lines 15-50) reads on the claimed feature “associating a predetermined unique symbol with a type of the supplementary content;

Stautner also discloses providing the symbol in association with the listing in the program schedule such as circle symbol 30 with Talk show in program schedule, rectangular symbol 40 with “Clear and Present Danger” in program schedule, etc. – see include, but are not limited to, figures 2, 4) reads on the claimed feature “providing a predetermined unique symbol in association with the listing in the program schedule.

Regarding claim 4, Stautner discloses a method as discussed in the rejection of claim 1.

Stautner further discloses the predetermined unique symbol is a text string (e.g. text string AOL – figures 4-5).

Regarding claim 6, Stautner discloses a method as discussed in the rejection of claim 1.

Stautner further discloses the predefined unique symbol is a graphic symbol (e.g., the circle symbol 30, rectangular symbol 40, star symbol 60, etc. – figures 2, 4-5).

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Regarding claim 7, Stautner discloses a method as discussed in the rejection of claim 1.

Stautner further discloses the predetermined unique symbol is an image (met by the rectangular image, circle image, star image, etc. – figures 2-5).

Regarding claim 17, Stautner discloses a method comprising:

distributing a television program to an audience, wherein the program has supplemental content (interpreted as distributing a television program such as Talk Show: Politics, ABC evening news, etc. to the user, the program has chat content, merchandise information, sport statistic information, etc. – see figures 2-5, col. 5, lines 36-50; col. 6, lines 25-60);

Stautner further discloses the “supplemental content provided as an enhancement transmitted in association with the television program” (interpreted as additional digital information, web address, or advertising information is provided in VBI signal or provided as a portion of the television program or it is interpreted as when a television program is displayed on television window 100, the viewer selects chat session which is tied to the television program displayed on the television window, the chat content is transmitted and displayed in association with the television program displayed in television window – see include, but are not limited to, col. 1, lines 55-61, col. 2, line 49-63, col. 3, lines 50-65, col. 4, lines 21-28, col. 5, lines 15-67, col. 7, ines 35-55).

distributing the supplemental content to the audience, wherein a type of the supplemental content is associated with a predefined unique symbol (interpreted as

distributing chat content, merchandise content, sports statistic content, etc. to the user, wherein the type of the supplemental content such as chat is associated with circle symbol, merchandise is associated with rectangular symbol, sport statistics is associated with a square symbol, etc. – see figures 2-5, col. 5, lines 15-35; col. 6, lines 35-60);

providing listing information for the program (interpreted as providing listing information such as title, time, etc. for the program – figure 2).

Regarding claims 20, 22-23, the additional limitations of the method as claimed correspond to the additional limitations of claims 4, 6-7 respectively, and are analyzed as discussed with respect to the rejections of claims 4, 6-7.

Claim Rejections - 35 USC § 103

7. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

8. Claims 8-16 and 24-28 are rejected under 35 U.S.C. 103(a) as being unpatentable over Stautner (US 6,172,677) and in view of Boyer et al. (US 6,268,849 – hereinafter Boyer).

Regarding claim 8, Stautner discloses a method as discussed in the rejection of claim 1. Stautner further discloses information is extracted from a received signal (col. 3, line 59-col. 4, line 29). However, Stautner does not specifically disclose distributing the program schedule.

Boyer discloses distributing a program schedule (distributing the television program listings with embedded real-time data to the user's multimedia system in the form of web pages-see include, but are not limited to, col. 2, lines 49-65, col. 5, lines 1-12, col. 6, lines 1-3, col. 9, lines 5-20, figures 1, 9). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Stautner to use the teaching of distributing program schedule as taught by Boyer in order to minimize memory space required to process the program schedule at the receiver, or in order to allow user to access the program schedule at remote locations (col. 2, lines 49-65).

Regarding claim 9, Stautner in view of Boyer teaches a method as discussed in the rejection of claim 8. Stautner also discloses the teaching of various text-based system for providing information on television shows, information found in a local newspaper, etc. in the Related Art (col. 1, lines 15-28). Stautner further discloses a program schedule with unique symbol. However, Stautner does not specifically disclose printing the program schedule includes symbol in the program schedule in the publication. It would have been obvious to one of ordinary skill in the art at the time the invention was

made to modify Stautner in view of Boyer to use the teaching of printing the program schedule with symbol (program schedule described in Stautner) in the publication (e.g. local newspapers, patent publication, etc.) in order to expand distribution of program schedule includes symbol to users in different ways (e.g. to include publication readers), thereby helping the readers to make decision more accurate based on information about supplemental content associated with the program listing provided.

Regarding claim 10, Stautner in view of Boyer teaches a method as discussed in the rejection of claim 8. Stautner already discloses program schedule includes predetermined unique symbol as discussed in the rejection of claim 1 (also see figures 2-5). Stautner does not specifically disclose transmitting the program schedule (program schedule include symbol).

Boyer discloses transmitting the program information listing with embedded real time data to the user's multimedia system in the forms of web pages (see including, but is not limited to, col. 2, lines 49-65, col. 9, lines 5-20) reads on the transmitting program schedule. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Stautner to use the teaching of distributing program schedule as taught by Boyer in order to minimize memory space required to process the program schedule at the receiver, or in order to allow user to access the program schedule at remote locations (col. 2, lines 49-65).

Regarding claim 11, Stautner in view of Boyer discloses a method as discussed in the rejection of claim 10. Stautner further discloses the icons (symbols) may be animated and have three dimension looks or arrangement to them (col. 7, lines 14-15). The icons are placed in the program schedule by the content provider which presents prompts to a user for action, the information is extracted from the received signal (col. 3, lines 40-65; col. 4, lines 15-60). Inherently, the data (e.g. icon, information) is transmitted which when accessed by a machine (e.g. processor using software) causes the machine to display an animated version of the predetermined unique symbol so that the icons are animated.

Regarding claim 12, Stautner in view of Boyer discloses a method as discussed in the rejection of claim 8. Stautner discloses providing a unique symbol in association with the listing in the program schedule (e.g. circle symbol 30 in association with Talk Show: Politics – figures 2-5). However, Stautner does not specifically disclose making the program schedule available on the World Wide Web.

Boyer further discloses making the program schedule available on the World Wide Web; and providing embedded real time data (e.g. real time data 650) association with the listing in the program schedule on the World Wide Web (col. 2, lines 49-65, col. 5, lines 45-67, col. 9, lines 5-19, figure 1). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Stautner to use the teaching of making the program schedule available on the World Wide Web (web

page) in order to allow user to access the program information listings and embedded real time at remote locations (col. 2, lines 55-66) thereby improve convenience for user.

Regarding claim 13, Stautner in view of Boyer discloses a method as discussed in the rejection of claim 12. Stautner discloses providing a selectable element (link, icon, etc. figures 2-5) in association with the symbol (e.g. select icon 30 to link to chat session – figures 2-5); enabling provision of the supplementary content in response to selection of the selectable element by the user (e.g. providing chat session in response to selection of icon 30 by the user – see col. 5, lines 15-50; col. 6, lines 6, lines 25-60). However, Stautner does not specifically disclose the selection element is provided on the World Wide Web.

Boyer further discloses providing selectable elements on Web Wide Web (e.g. providing selectable elements for program information listings and embedded real time on web page -col. 2, lines 49-65, col. 5, lines 45-67, col. 9, lines 5-19, figure 1). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Stautner to use the teaching of providing a selectable element on the World Wide Web (web page) in order to allow user to access the program information listings and embedded real time at remote locations (col. 2, lines 55-66).

Regarding claim 14, Stautner discloses a method comprising:
the program schedule comprising:

a listing for a television program that has supplemental content (e.g. listing for a program that has supplemental content such as chat session, pizza Hut, et. – figures 2-5);

Stautner further discloses the “supplemental content provided as an enhancement transmitted in association with the television program” (interpreted as additional digital information, web address, or advertising information is provided in VBI signal or provided as a portion of the television program or it is interpreted as when a television program is displayed on television window 100, the viewer selects chat session which is tied to the television program displayed on the television window, the chat content is transmitted and displayed in association with the television program displayed in television window – see include, but are not limited to, col. 1, lines 55-61, col. 2, line 49-63, col. 3, lines 50-65, col. 4, lines 21-28, col. 5, lines 15-67, col. 7, ines 35-55); and

a predefined unique symbol in association with the listing, wherein the predefined unique symbol is associated with a type of the supplementary content (interpreted as a circle symbol 30, rectangular symbol 40, star symbol 60, etc. associated with Talk Show, Clear and Present Danger, Inside the NFL, etc., wherein the symbol 30, 40, 60, ... is associated with type of supplemental content such as chat session, advertisement information, sponsor, Sport statistics, etc. – figures 2-5, col. 4, lines 1-10, col. 6, lines 8-60); and

Stautner also discloses displaying the program schedule with the icons on a display screen (figures 2-5, col. 4, lines 30-40, col. 6, lines 7-60). Inherently, the program schedule must be sent to a display before it display on the display screen.

Stautner also discloses receiving information in the received signal (col. 3, lines 50-67). However, Stautner does not specifically disclose receiving a program schedule.

Boyer discloses receiving a program schedule (receiving program information listings and embedded real time in the form of web pages-see include, but are not limited to, col. 2, lines 49-65, col. 5, lines 1-12, col. 6, lines 1-3, col. 9, lines 5-20, figures 1, 9). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Stautner to use the teaching of receiving program schedule as taught by Boyer in order to minimize memory space required to process the program schedule at the receiver; or in order to allow user to access the program schedule at remote locations (col. 2, lines 49-65).

Regarding claim 15, Stautner in view of Boyer discloses a method as discussed in the rejection of claim 14. Stautner further if an icon such as icon 30 is selected, which is labeled "chat session", an individual interactive text based type of chat or an audio chat arrangement can be provided to user. Selecting an icon would start an on-line service software application... (See col. 6, lines 25-67). Thus, a signal (e.g. IR or RF or electrical signal from user input device) is inherently received, corresponding to selection of the predefined unique symbol by a user (e.g., user selection of the icon) and a communication is inherently established with a device (i.e. dial up interface with

external network, modem interface with Internet, etc.), causing it to present the supplemental content in response to the signal (e.g. causing chat content, merchandise information to present in response to use selection of icon 30, icon 40- see figures 2-3, col. 6, lines 25-67).

Regarding claim 16, Stautner in view of Boyer discloses a method as discussed in the rejection of claim 14. Stautner further discloses the icons and other data is received (col. 3, lines 45-65, col. 5, lines 16-19; col. 6, line 62-13). Further the icons may be animated and have three dimensional looks or arrangement to them (col. 6, line 62-col. 7, line 15). Thus, an animated version of the predetermined unique symbol (embedded icons) is inherently received and sent to the display so that the animated icons are displayed on the screen.

Regarding claim 24, the limitations of the apparatus as claimed correspond to the limitations of the method as claimed in claim 14, and are analyzed as discussed with respect to the rejection of claim 14, Stautner further discloses a display component (e.g. large screen monitor or monitors with all sizes) is coupled to the receiver (e.g., computer system) to program schedule and the symbols are displayed on the monitors (see col. 1, lines 36-col. 2, lines 23). Furthermore, Boyer also discloses user multimedia receiver (e.g. PCTV, desktop computer, etc.) receive program schedule webpage and provides the program schedule webpage to the monitor for display (see figures 1, 9, col. 5, lines 31-44; col. 9, lines 5-20).

Regarding claim 25, the additional limitations of the apparatus as claimed correspond to the additional limitations of the method as claimed in claim 15, and are analyzed as discussed with respect to the rejection of claim 15, wherein the claimed "input device" is interpreted as a receiver in the computer system for receiving signal in response to user selection of an icon (for example, IR/RF/or electrical signal receiver at computer system for receiving IR/RF/or electrical signal from user mote control, keyboard or any user input device in response to user selection of an icon on the screen (e.g. circle icon)), and "a content delivery component..." is interpreted as the interface to external networks that receive and provide the supplemental information (e.g. chat content, merchandise information, etc.) to the display for display on the screen in response selection signal (see including, but is not limited to, col. 6, lines 35-60).

Regarding claims 26-28, the limitations as claimed are directed toward embodying the method of claims 14-16 in "tangible machine accessible medium". Stautner and Boyer also discloses procedures of the method are performed using a software application executed by the computer (see Stautner- col. 3, line 40-col. 4, line 31, col. 5, lines 15-35, col. 6, lines 25-60; or see Boyer col. 6, lines 1-21. It would have been obvious to embody the procedures of Stautner in view of Boyer discussed with respect to claims 14-16 in a "machine accessible medium" in order that the instructions could be automatically performed by a processor/computer.

Conclusion

9. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure:

Kikinis (US 5,929,849) discloses integration of dynamic universal resource locators with television presentations.

Shoff et al. (US 6,240,555 B1) discloses interactive entertainment system for presenting supplemental interactive content together with continuous video programs.

Walker et al. (US 6,263,505 B1) discloses system and method for supplying supplemental information for video programs.

10. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Son P. Huynh whose telephone number is 571-272-7295. The examiner can normally be reached on 9:00 - 6:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Christopher S. Kelley can be reached on 571-272-7331. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Son P. Huynh

April 27, 2007


SCOTT E. BELIVEAU
PRIMARY PATENT EXAMINER